

Message Text

UNCLASSIFIED POSS DUPE

PAGE 01 HELSIN 02342 090847Z

15
ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 /020 W
----- 023286

R 090800Z NOV 76
FM AMEMBASSY HELSINKI
TO SECSTATE WASHDC 666
INFO AMEMBASSY STOCKHOLM

UNCLAS HELSINKI 2342

STOCKHOLM FOR TRADE CENTER

E.O. 11652: N/A
TAGS: BEXP FI
SUBJECT: FIANL CCP-76 REPORT

REF: (A) STATE 240575, (B) HELSINKI 1565

1. SUMMARY. WHILE THE THE SCHEDULED CCP ACTIONS WERE UNDERTAKEN, THE RESULT, PARTICULARLY IN TO'S, FELL SHORT OF EXPECTATIONS. THE RECESSION PLAYED A MAJOR ROLE, PARTICULARLY AS INVESTMENT FUNDS WERE GREATLY AFFECTED. THE 1976 EXPERIENCE WITH THE CCP AS A TOOL IS REFLECTED IN FY-77 PLANNING ESPECIALLY IN CONSIDERATION GIVEN TO PROMOTION POSSIBILITIES IN IDENTIFYING CAMPAIGN TARGETS.

2. AS PER THIRD QUARTER REPORT, PULP AND PAPER CAMPAIGN WAS EVENTUALLY REPLACED BY GLOBAL MARKET RESEARCH. CAMPAIGN HAD, AT THAT TIME, IN COMOFF ESTIMATION, LITTLE OR NO PROSPECT FOR INCREMENTAL BENEFITS PARTICULARLY IN VIEW OF POSTPONEMENT, IN WHICH HELSINKI CONCURRED, OF STC EXHIBITION FROM FALL '76. ECONOMIC SITUATION AFFECTED ENTIRE WOOD PROCESSING INDUSTRY. CONTACT WORK WAS MAINTAINED AND CERP REPORT WAS SUBMITTED.

3. FOOD PROCESSING AND PACKAGING CAMPAIGN WAS MORE SUCCESSFUL, ALTHOUGH PRODUCED 4 INSTEAD OF 8 TO'S. GROUP TRAVEL (FBP) TO SAN FRANCISCO EXHIBITION GENERATED VERY LITTLE INTEREST. FORTY-ONE INDUSTRY REPRESENTATIVES
UNCLASSIFIED
UNCLASSIFIED

PAGE 02 HELSIN 02342 090847Z

VISITED STC EXHIBITION IN APRIL, AND FILM WAS DISTRIBUTED TO ASSOCIATION IN FALL. THIS CAMPAIGN WILL BE CONTINUED IN FY-77.

4. PROCESS CONTROL INSTRUMENTATION. THIS CAMPAIGN WAS NOT SUCCESSFUL, AND WAS DROPPED FROM FY-77 CONSIDERATION PRIMARILY DUE TO PROBLEMS IN PROMOTION TECHNIQUE. ECONOMIC CONDITIONS CLEARLY PLAYED A ROLE IN THE SHORT-FALL OF TO'S, SINCE INVESTMENT FUNDS WERE VIRTUALLY UNAVAILABLE. A NUMBER OF NEW CONTACTS WERE MADE INCLUDING THE NUMERICAL CONTROL WORKING GROUP OF THE METALWORKING INDUSTRY.

THERE WAS FINALLY NO SUITABLE PROMOTIONAL TOOL FOR THE CAMPAIGN, WHICH CONTRIBUTED TO DELETION FROM FY-77 CONSIDERATION.

5. TRANSITION QUARTER WAS RELATIVELY UNPRODUCTIVE PERIOD, DUE TO FINNISH VACATION IN JULY AND AUGUST, AND UNEXPECTED ABSENCE OF COMMERCIAL OFFICER FOR HALF OF SEPTEMBER. POST USED SEPTEMBER WORKDAYS AS MUCH TO GET CCP-77 IMPLEMENTATION UNDERWAY AS TO FINISH CCP-76 PROGRAM. SINCE FINNISH (AND SCANDINAVIAN) "BUSINESS YEAR" LASTS FROM SEPTEMBER TO JUNE, WE WONDER IF CCP PROMOTION ACTIVITIES SHOULD NORMALLY BE CONCENTRATED IN THE FIRST THREE QUARTERS WITH SEPTEMBER A "TRANSITIONAL" MONTH.

6. AS PER REL (B), FINNISH RECESSION WAS MAJOR UNEXPECTED ELEMENT WHICH LIMITED SUCCESS OF CCP-76. IN ADDITION, PROBLEM OF SUITABLE TRADE PROMOTIONS IN FINLAND WAS NOT OVERCOME, ALTHOUGH THIS EXPERIENCE WITH CCP-76 LED TO CHANGES IN CCP-77 PROGRAM TO BETTER REFLECT SUCH PROMOTIONAL OPPORTUNITIES AS AVAILABLE. WE RECOGNIZE PROBLEM IN DEVELOPING PROMOTIONS IN FINLAND, BUT REPEAT RECOMMENDATION OF AT LEAST STC PARTICIPATION IN A TRADE SHOW IN HELSINKI.

7. CLERICAL VACANCY NOTED IN CCP-77 HAS BEEN FILLED EFFECTIVE NOVEMBER 1.
AUSTAD

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 09 NOV 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976HELSIN02342
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760417-0053
From: HELSINKI
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19761167/aaaacgjl.tel
Line Count: 97
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 76 STATE 240575, 76 HELSINKI 1565
Review Action: RELEASED, APPROVED
Review Authority: oatisao
Review Comment: n/a
Review Content Flags:
Review Date: 29 JUL 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <29 JUL 2004 by schwenja>; APPROVED <26 AUG 2004 by oatisao>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: FIANL CCP-76 REPORT
TAGS: BEXP, FI
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006